



USA

PAVILION



S H A N G H A I

7TH INTERNATIONAL FOOD, BEVERAGE, WINE AND SPIRITS EXHIBITION IN CHINA
SHANGHAI NEW INTERNATIONAL EXPO CENTER
SHANGHAI, CHINA
MAY 29 - 31, 2006



USDA ENDORSED

OFFICIALLY ENDORSED BY US Department of Agriculture FAS Trade Show Office - Washington, D.C. and the US Agricultural Trade Office - Shanghai, China • **ORGANIZED BY** IMEX Management, Inc. - Charlotte, NC • **EXHIBITOR REGISTRATION FILE 2006**

SIAL CHINA

**SIMPLY THE LARGEST, MOST INTERNATIONAL AND BEST ATTENDED
FOOD TRADESHOW IN CHINA DEVOTED ENTIRELY TO
FOOD & BEVERAGE PRODUCTS**

Each year SIAL China positions itself as “the event” not to be missed for professionals in the food, beverage, wine and spirits industries in China. Exhibitors from an unprecedented 53 countries and regions participated at SIAL China 2005. The show brings trade visitors (18,057 in 2005) from across Asia to Shanghai, the new commercial platform for the region.

No other show in China provides so many proven opportunities to promote your products, build brand awareness and close deals with local trade professionals:

- Pre-scheduled meetings with Carrefour, Metro and Lianhua supermarket buyers
- Trends and Innovation Area
- China's Wine and Spirits Competition
- OlivAsia, China and Asia's first olive oil competition

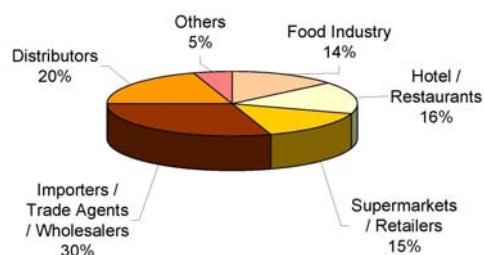
SIAL China: Where food & beverage business takes place!

YEAR	EXHIBITORS	COUNTRIES	VISITORS
2000	323	29	13,420
2001	300	28	12,666
2002	440	33	13,718
2003 (SARS)	350	37	8,000
2004	500	40	16,582
2005	732	53	18,057
2006 Expected	900	60	20,000

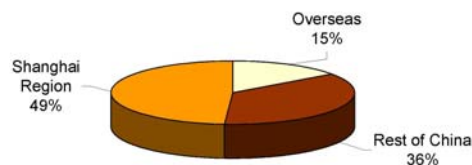
FOOD SECTORS REPRESENTED AT SIAL

Frozen Products • Seafood • Beverages • Dairy Products • Pet Foods • Fruits & Vegetables • Alcoholic & Non-Alcoholic • Foodservice Products • Meat Products • Confectionery, Breads, Pastries • National & Regional Pavilions • Organic, Health & Children's Foods • Grocery Products & Canned Foods • Professional Services & Organizations

DISTRIBUTION OF VISITORS BY ACTIVITY



GEOGRAPHIC ORIGIN OF VISITORS



20,000 trade visitors (15% from outside mainland China) including importers & wholesalers, agents & distributors, supermarkets & hypermarkets, hotels & restaurants, foodservice buyers and **900 exhibitors** (20% increase from 2005) from 60 countries are expected at SIAL China 2006.

THE OFFICIAL USA PAVILION AT SIAL CHINA 2006

Participation in the official USDA-endorsed USA Pavilion at SIAL China 2006 offers you the prestige and visibility of exhibiting with other U.S. companies while keeping your own identity - your individual booth with cost-effective, complete service package eliminating language barriers and communication lag time.

EXCLUSIVE SERVICES & AMENITIES TO ALL USA PAVILION PARTICIPANTS:

- Marketing support services from the U.S. Agricultural Trade Office in Shanghai including promotion of the pavilion to buyers, on-site market briefing and on-going market assistance during the show
- Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Shanghai
- Strong USA identification - focal point for international importers and brokers
- One individual entry in Official SIAL China Show Catalog and USA Pavilion Directory
- Assistance with hotel accommodations and shipping
- Pre-show promotion
- Prime location on show floor
- USDA information booth
- Daily booth cleaning

EACH FULLY-FURNISHED 9 SQM BOOTH INCLUDES

All services & amenities listed above *plus*:

- Wall-to-wall carpeting
- 2 wall shelves (1 meter long each)
- Fascia with company name
- Lockable demonstration counter
- One copy of the SIAL China 2006 Show Catalog
- 1 table & 2 chairs
- Lighting
- Wastebasket
- One electrical socket
- Back and side hard walls

REGISTRATION INFORMATION

Early Registration to exhibit in the USA Pavilion at SIAL China must be made by January 15, 2006, by completing the USA Pavilion *Booth Application and Contract Form*, and returning the executed original contract with 50% deposit of the total booth cost to IMEX Management, Inc. Space, if available, after January 15, 2006, will be at the Standard Registration price.

USA Pavilion Package Fees

Early Registration – (Through January 15, 2006)	\$4,495 / 9 sqm
Standard Registration – (After January 15, 2006)	\$4,995 / 9 sqm
Corner Premium	\$500 / Corner

For More Information



Kelly Wheatley
IMEX Management, Inc.
4525 Park Road, Suite B-103
Charlotte, NC 28209 USA
TEL 704.365.0041 FAX 704.365.8426
EMAIL kellyw@imexmgt.com
www.imexmgt.com/sialchina2006

ACT NOW!

Booth allocation will be determined on a first-come, first-served basis according to the order applications and deposits are received by IMEX Management.

U.S. Success at SIAL China 2005

"SIAL China 2005 was an excellent opportunity for Graceland Fruit to continue to educate the Chinese food trade on the attributes and health benefits of our infused dried and infused frozen fruit and vegetable products. The level of interest in our product line at this show was very encouraging and we consider the show to be a success. The excellent services provided by IMEX are truly a draw for us to continue to attend this show. They lay a very professional foundation for us to build our success from. Great show! Great support! And, a great future for our products in the Chinese market. See you next time in Shanghai!"

Suzi Mills
Graceland Fruit, Inc.

"The SIAL show was an excellent and effective opportunity for us to meet with existing and new customers from all regions of China."

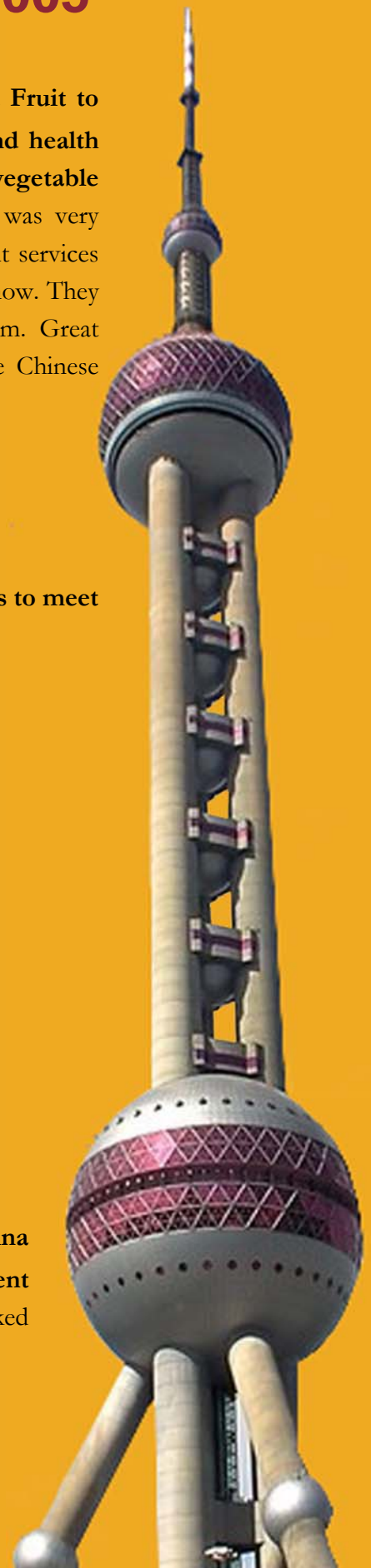
Sharon Bratt
Lamex Foods Inc.

BUYERS MEETINGS -

SIAL China has strong ties with the major mass retailers in China: in 2005, 750 individual meetings were pre-scheduled at the exhibition between SIAL China overseas exhibitors and buyers from CARREFOUR and METRO.

"Carrefour has been participating in each session of SIAL China since the first one in 2000. This has always been an excellent opportunity to find new partners. We have of course already booked our space for next year!"

Nathalie Champel
Carrefour China





US Agricultural Trade Office
Shanghai, China

Dear Food Industry Executive:

The U.S. Agricultural Trade Office in Shanghai and IMEX Management invite your company to participate in the USA Pavilion at **SIAL China 2006** from May 29-31, 2006, in Shanghai's Pudong New International Expo Centre.

We welcome your company to explore opportunities for food product exports. As China's largest city, Shanghai (20 million), provides an outstanding venue. Indeed, over the past few years Shanghai has become Trade Show Central for China and, increasingly, for the Asia region. We are very optimistic about current and future trade prospects not only in Shanghai, but also in other urban areas throughout China.

China's accession to the WTO has lowered tariffs and brought about economic liberalization that have yielded significant gains for U.S. agriculture. Sales of a variety of consumer-related products are gaining steadily. Continued economic growth is adding to the already considerable demand for high-quality foods, especially in the urban areas. We are also beginning to see improvements in the integration of retail, distribution and transportation systems. These changes will increase the competitiveness of imported foods and beverages in the Shanghai market and should lead to expanded trade opportunities in the largely untapped urban markets of China's interior provinces.

This could be the ideal time for you to enter the Chinese market. Many of the U.S. exhibitors in SIAL China 2005 have reported significant gains as a result of the show. Exhibiting in the USA Pavilion at SIAL China 2006 in Shanghai is a solid opportunity for you to see for yourself the potential in one of the world's most populous and fastest growing markets.

We very much look forward to seeing you in Shanghai in the USA Pavilion at **SIAL China 2006**.

Sincerely,

Ross G. Kreamer

*Director - Agricultural Trade Office
U.S. Consulate General Shanghai*

**U.S. AGRICULTURAL TRADE OFFICE
SHANGHAI, CHINA**

XU Min

Agricultural Marketing Specialist

E-MAIL atoshanghai@usda.gov

TEL 86/21 6279 8623

FAX 86/21 6279 8336

**U.S. DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
TRADE SHOW OFFICE**

Jorge Sánchez

Agricultural Marketing Specialist

E-MAIL jorge.sanchez@fas.usda.gov

TEL 1-202-720-3065

FAX 1-202-690-4374

IMEX MANAGEMENT, INC.

Kelly Wheatley

Vice President

International Food/Beverage Shows

E-MAIL kellyw@imexmgt.com

TEL 1-704-365-0041

FAX 1-704-365-8426

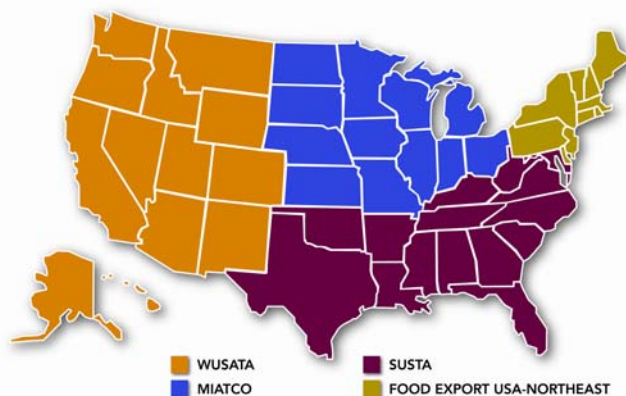
ADDITIONAL ASSISTANCE FOR USA PAVILION PARTICIPANTS MADE AVAILABLE THROUGH THE STATE REGIONAL TRADE GROUPS

BRANDED PROGRAM

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive **up to 50% cost reimbursement for a variety of expenses**, including exhibiting fees, international travel costs, set-up rental and freight.

FOOD SHOW PLUS! SERVICES

Exhibitors at SIAL China can register to participate in Food Show Plus! This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show product research regarding pricing, import regulations, competitive analysis; translation of sales materials; on-site interpreters, pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition.



For additional information on the Branded Program or Food Show Plus! at SIAL China, contact your state regional trade group shown above.

WESTERN US AGRICUTLURAL TRADE ASSOCIATION (WUSATA)

TEL 360-693-3373
FAX 360-693-3464
WEB www.wusata.org

CONTACT

Alexa Hamilton
Branded Program Director
E-MAIL alexa@wusata.org

Janet Kenefsky
Generic Program Director
E-MAIL janet@wusata.org

MID-AMERICA INTERNATIONAL AGRI-TRADE COUNCIL (MIATCO)

TEL 312-334-9200
FAX 312-334-9230
WEB www.miatco.org

CONTACT

Michelle Rogowski
Branded Program Manager
E-MAIL mrogowsk@miatco.org

Teresa Miller
Generic Program Manager
E-MAIL tmiller@miatco.org

SOUTHERN US TRADE ASSOCIATION (SUSTA)

TEL 504-568-5986
FAX 504-568-6010
WEB www.susta.org

CONTACT

Deneen Wiltz
Senior Branded Program Coordinator
E-MAIL deneen@susta.org

Bernadette Wiltz
Generic Program Manager
E-MAIL bernadette@susta.org

FOOD EXPORT USA- NORTHEAST

TEL 215-829-9111
FAX 215-829-9777
WEB www.foodexportusa.org

CONTACT

Doug Resh
Branded Program Manager
E-MAIL dresh@foodexportusa.org

Joy Canono
Generic Program Manager
E-MAIL jcanano@foodexportusa.org



MAY 29 - 31, 2006
SHANGHAI, CHINA
7TH EDITION



OCTOBER 22 - 26, 2006
PARIS, FRANCE
22ND EDITION



MARCH 28 - 30, 2007
MONTREAL, CANADA
4TH EDITION



AUGUST 2007
BUENOS AIRES, ARGENTINA
6TH EDITION



THE USA PAVILION AT SIAL CHINA IS ORGANIZED BY IMEX MANAGEMENT, INC.
4525 Park Road, Suite B-103, Charlotte, NC 28209 USA TEL 704-365-0041 FAX 704-365-8426
CONTACT Kelly Wheatley EMAIL kellyw@imexmgt.com WEB www.imexmgt.com/shows/sialchina2006